

## Communications

### Making the Connections That Sell the Public On Transportation

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## Michigan's Outlook for 2025

- 1 million increase in population → • More People
- 70 percent increase in population over 55 → • More needs  
• More competition for employees
- 46 percent increase in hours of freeway congestion → • More frustration



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## And the good news?

- Congestion is a product of prosperity
- You hold the winning cards
  - Essential product
  - Excellent communications program
  - Experienced, savvy leadership
- Resources to help



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## Michigan's Investment Needs

- \$350 million annual increase to maintain highway system.
- \$200 million to \$500 million to fund needed highway projects
- Increased financial support for transit



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## Making the Case for Federal Investment Jobs and Mobility!

- Senate and House leaders emphasize jobs
- In the House \$375 billion bill for Michigan
  - Highways  
\$5.3 billion to \$7.7 billion
  - Transit  
\$439 million to \$822 million



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## Making the Case for Investment Jobs and Mobility!

Michigan jobs created and sustained:

- 2003 - 44,320
- 2009 - 83,969

Even more important is building the long-term support for the economy.



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## Winning Hearts and Minds

Economic impact forums on:

- Agriculture
- Urban commerce
- International Trade
- Tourism and Recreation



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## Winning Hearts and Minds

- Define the true impact of transportation
- Build partnerships
- Achieve credibility
- Personalize the message
- Share ownership



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## Don't be Shy About Success

- You are the voice for transportation
- Publicize the "Good We Do"
  - Environmental
  - Scenic Byways
  - Historic Preservation



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## Involving Stakeholders

- Context Sensitive Solutions
  - Save time and money
  - Build community support
- Collaborative Decision-Making
  - Requires leadership, training
  - Use key stakeholders, be inclusive



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## Involving Stakeholders

- Innovative Processes
  - Use technology
    - CommentWorks
  - Engage new partners
  - Build understanding of how to be involved
  - New regulations on local consultation



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## The Winning Cards

- Transportation - you can't leave home without it
- Resources - 2,700 communicators at DOT
- Issues present opportunities for messages and partners
- Vision to move Michigan forward!



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